



# Soft Power of Korean Culture

Daphnee R. Nazon

Advisors: Dr. Thomas Ward and Dr. Chunjuan Nancy Wei  
College of Public and International Affairs  
University of Bridgeport, Bridgeport, CT

## Main Purpose

❖ Soft Power is defined as “A persuasive approach to international relations, typically involving the use of economic or cultural influence.”

• Analysis of main forms of soft power that South Korea has put into play on a global scale.

- Cuisine
- Music
- Television
- Movies
- Beauty



## Research Questions

- What are the main forms of soft power that South Korea uses in other areas of the world and their characteristics?
- What areas of the world has South Korea implemented their soft power?
- Has it benefitted them economically?
- Has it made people more interested in South Korea as a whole?

## Proposed Methodology

- Mixed Methods
  - Secondary Analysis
  - Quantitative Study via Interviews

## Breakdown of Secondary Analysis

- Concentration on each form of Soft Power respectably
- Focusing on 9 areas of the world where Korea’s Soft Power has improved relations.

## Quantitative Study Breakdown

- Will aim to interview one person from each region about the soft power of South Korea in their respective areas.

## What I Hope to Achieve with this Study?

- I hope to shine a light on the fact that Korean culture is not simply a fad or a niche anymore. The Korean wave is putting their mark on different regions of the world. This stamp and building influence is all due to the introduction of their rich culture to new societies.

## Picture References

- [http://caffebene.com.sg/wp-content/uploads/2013/08/CaffeBene\\_Logo.png](http://caffebene.com.sg/wp-content/uploads/2013/08/CaffeBene_Logo.png)
- [https://1.bp.blogspot.com/-EVKJKfS-g2M/VxpMiVPDV9I/AAAAAAAAAHYQ/7kajx01NbOcnamEFI18bvrP\\_nSsTH2vIwCKgB/s1600/korean-cushion-foundation-combination-skin-hera.png](https://1.bp.blogspot.com/-EVKJKfS-g2M/VxpMiVPDV9I/AAAAAAAAAHYQ/7kajx01NbOcnamEFI18bvrP_nSsTH2vIwCKgB/s1600/korean-cushion-foundation-combination-skin-hera.png)
- <https://0.soompi.io/wp-content/uploads/2016/10/03080323/bts-4.jpg>
- <https://www.dramafever.com/static/7016ec3/img/default-header-placeholder.jpg>
- [https://upload.wikimedia.org/wikipedia/en/3/36/CJ\\_E%26M\\_logo.png](https://upload.wikimedia.org/wikipedia/en/3/36/CJ_E%26M_logo.png)
- [https://en.oxforddictionaries.com/definition/soft\\_power](https://en.oxforddictionaries.com/definition/soft_power)